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10 11 12 13 14 15 16 17	SHAGHAYEGH MISSAGHI, individually and on behalf of a class of similarly situated individuals,  Plaintiff,  v.  THE COCA-COLA COMPANY, a Georgia corporation,  Defendant.	CV12 - 7472 SJO (Ex)  Case No.  CLASS ACTION COMPLAINT  JURY TRIAL DEMANDED  JURY TRIAL DEMANDED
19	CLASS ACTIO	N COMPLAINT

### CLASS ACTION COMPLAINT

Plaintiff Shaghayegh Missaghi brings this class action complaint against Defendant The Coca-Cola Company ("Defendant" or "Coca-Cola"), to stop its practice of making unauthorized text message calls to the cellular telephones of consumers nationwide, and to obtain redress for all persons injured by its conduct. Plaintiff, for her class action complaint, alleges as follows upon personal knowledge as to herself and her own acts and experiences, and, as to all other matters, upon information and belief, including investigation conducted by her attorneys.

**CLASS ACTION COMPLAINT** 

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#### NATURE OF THE ACTION

- 1. Defendant is one of the largest beverage and soft-drink manufacturers in the world. In an effort to promote a variety of its products and services, Defendant encourages consumers to subscribe to its rewards program. Once subscribed, Defendant floods consumers' cellular telephones with multiple text message calls every week, frequently making unwanted text message calls at all hours of the day.
- 2. Frustrated with Defendant's making of excessive automated text message calls (hereinafter, "unauthorized messages"), Plaintiff and the other members of the putative class affirmatively opted-out of receiving further unauthorized text message calls from Coca-Cola. Despite this, Defendant has continued to make unauthorized text message calls to Plaintiff and other consumers throughout the nation long after they have opted-out from receiving any text message calls from Coca-Cola.
- 3. By making these unauthorized text message calls, Defendant has caused consumers actual harm, not only because consumers were subjected to the aggravation that necessarily accompanies the receipt of unauthorized text message calls, but also because consumers frequently have to pay their cell phone service providers for the receipt of such unauthorized text message calls.
- 4. In order to redress these injuries, Plaintiff, on behalf of herself and a nationwide class of similarly situated individuals, brings suit under the Telephone Consumer Protection Act, 47 U.S.C. § 227, et seq. ("47 U.S.C. § 227"), which prohibits the making of unsolicited and unauthorized voice and text calls to cell phones.
- 5. On behalf of the class, Plaintiff seeks an injunction requiring

  Defendant to cease the making of all unauthorized message calls and an award of

statutory damages to the class members, together with costs and reasonable attorneys' fees.

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**PARTIES** 

- 6. Plaintiff Shaghayegh Missaghi is a natural person and citizen of the State of Minnesota.
- 7. Defendant The Coca-Cola Company is a corporation incorporated and existing under the laws of the State of Georgia with its principal place of business located at 1 Coca Cola Plaza, Atlanta, Georgia 30313. Coca-Cola does business throughout the United States, the State of California and this District.

#### **JURISDICTION**

- 8. The Court has original jurisdiction over this action pursuant to 28 U.S.C. § 1332(d), because (a) at least one member of the putative class is a citizen of a state different from Defendant, (b) the amount in controversy exceeds \$5,000,000, exclusive of interest and costs, and (c) none of the exceptions under that subsection apply to this action.
- 9. The Court has personal jurisdiction over the Defendant because Defendant conducts operations and sales in California, Defendant is registered to conduct business in California, and the text message calls alleged herein originated nationwide from Defendant's agents located in California.

#### VENUE

10. Venue is proper in this District under 28 U.S.C. § 1391(a) because Defendant resides in this District and because a substantial part of the events giving rise to the claim occurred in this District, as Defendant's agents that transmitted the text message calls at issue also reside in this District and the text messages calls were made by or on behalf of Defendant from this District.

#### **COMMON FACTUAL ALLEGATIONS**

- 11. In recent years, marketers who often have felt stymied by federal laws limiting solicitation by telephone, facsimile machine, and e-mail have increasingly looked to alternative technologies through which to send bulk correspondence cheaply.
- 12. A "Short Message Service" or "SMS" is a messaging system that allows cellular telephone subscribers to use their cellular telephones to send and receive short text messages, usually limited to 160 characters.
- 13. An "SMS message" is a text message call directed to a wireless device through the use of the telephone number assigned to the device. When an SMS message call is successfully made, the recipient's cell phone rings, alerting him or her that a call is being received. As cellular telephones are inherently mobile and are frequently carried on their owner's person, calls to cellular telephones, including SMS messages, may be received by the called party virtually anywhere worldwide.
- 14. Unlike more conventional advertisements, unauthorized telephone calls to cellular telephones frequently cost the recipients money, because cell phone users like Plaintiff must pay their respective wireless service providers either for each text message call they receive or for a text plan that includes a number of messages, regardless whether or not the message is authorized.
- 15. Beginning at least as early as 2006, Defendant began making and to this day continues to make text message calls to Plaintiff's and the other Class member's cellular phones without consent.
- 16. For instance, in early 2012, Plaintiff's cell phone rang, indicating that a text call was being received. The "from" field of such transmission was identified cryptically as "2653," a format which is an abbreviated telephone number known as an SMS short code operated by Defendant's agents. The body of such text

message read:

MyCokeRewards: Enter now for your chance to win Coke(R) and Pringles(R) for a year. http://cokeurl.com/mSnacks NoPurNec. Ends 2/29/12. Reply HELP for help.

- 17. Each text message call made by or on behalf of Defendant contained a URL (e.g., http://cokeurl.com/mSnacks and http://cokeurl.com/newFB) that directed consumers to websites owned and operated by Defendant.
- 18. None of the text message advertisements made by Defendant provided Plaintiff with an opportunity to opt-out of receiving future messages.
- 19. Nevertheless, Plaintiff texted "STOP" to "2653" in an attempt to optout of receiving future text message calls from Defendant. Unfortunately, Defendant ignored Plaintiff's request and continued to bombard her cell phone with unauthorized text message calls advertising its products.
- 20. In or around July 2012, Plaintiff again attempted to affirmatively optout of receiving Defendant's text message calls by texting "STOP" to "2653." Instead of honoring Plaintiff's request, Defendant made another text message call to Plaintiff that read:

Coca-Cola: Reply STOP1 for MyCokeRewards, Reply STOP3 for Move to the Beat

21. Plaintiff responded to the above text message call by sending the message "STOP3" to "2653." Thereafter, Defendant made the following text message call to Plaintiff:

Coca-Cola: Hey, we don't recognize your number. Please text using the phone that you used to sign up or go to www.coca-cola.com/theolympics Txt STOP to stop

22. Plaintiff responded to that text call by sending the text message "STOP" to "2653." Notwithstanding, Defendant ignored Plaintiff's "STOP"

1	request and proceeded to make the following consecutive text message calls to							
2	Plaintiff:							
3 4	Coca-Cola: Reply STOP1 for MyCokeRewards, Reply STOP3 for Move to the Beat							
5	* * *							
6 7 8	Coca-Cola: Hey, we don't recognize your number. Please text using the phone that you used to sign up or go to www.coca-cola.com/theolympics Txt STOP to stop							
	23. Plaintiff responded to those text calls by sending the text message							
9	"STOP1" to "2653." Defendant then transmitted the following text message to							
11	Plaintiff's cellular phone:							
12	MyCokeRewards: Sorry to see you go. You will not receive future messages from My Coke Rewards. Reply HELP for help. mycokerewards.com							
14	24. Subsequently, on or around August 10, 2012, and despite its own							
15	confirmation that it would no longer make text message calls to Plaintiff's cell							
16	phone, Defendant ignored Plaintiff's opt-out requests, and made the following text							
17	message call to her cellular phone:							
18	MyCokeRewards: You can save 25% at T-Shirts.com on							
19	a huge selection of shirts the whole family can enjoy.  Discounts @ cokeurl.com/mTee Reply HELP for help							
20	25. Then again, on or around August 17, 2012, and despite its own							
21	confirmation that it would no longer make text message calls to Plaintiff's cell							
22   23	phone, Defendant again ignored Plaintiff's opt-out requests, and made the							
23 24	following text message call to her cellular phone:							
25	MyCokeRewards: Check out the My Coke Rewards Fan Relay video. Watch to see if you have a cameo							
26	appearance. CokeURL.com/mRlay. Text HELP for help.							
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- 26. Plaintiff did not consent to, request, or otherwise desire or permit

  Defendant to transmit or make these unauthorized text message calls to her cellular phone.
- 27. Defendant made or transmitted, or had made or transmitted on its behalf, the same (or substantially the same) text message calls *en masse* to a list of thousands of cellular telephone numbers or randomly generated phone numbers.
- 28. On information and belief, Defendant made these text message calls to Plaintiff and the Class members using equipment that had the capacity to store or produce telephone numbers to be called using a random or sequential number generator, and to dial such numbers.

#### CLASS ALLEGATIONS

29. Plaintiff brings this action pursuant to Federal Rule of Civil Procedure 23(b)(2) and Rule 23(b)(3) on behalf of herself and a class (the "Class") defined as follows:

All persons in the United States and its Territories who received one or more unauthorized text message calls from or on behalf of Coca-Cola.

- 30. **Numerosity**: The exact number of Class members is unknown and not available to Plaintiff at this time, but it is clear that individual joinder is impracticable. On information and belief, Defendant has made unauthorized text message calls to tens of thousands of consumers who fall into the definition of the Class. Class members can be identified through Defendant's records.
- 31. **Typicality**: Plaintiff's claims are typical of the claims of other members of the Class, in that Plaintiff and the Class members sustained damages arising out of Defendant's uniform wrongful conduct and unsolicited text message calls.
  - 32. **Adequate Representation**: Plaintiff will fairly and adequately

represent and protect the interests of the Class, and has retained counsel competent and experienced in complex class actions. Plaintiff has no interest antagonistic to those of the Class, and Defendant has no defenses unique to Plaintiff.

- 33. **Commonality and Predominance**: There are many questions of law and fact common to the claims of Plaintiff and the Class, and those questions predominate over any questions that may affect individual members of the Class. Common questions for the Class include, but are not necessarily limited to the following:
  - (a) whether Defendant's conduct constitutes a violation of the TCPA;
  - (b) whether the equipment Defendant used to make the text message calls in question was an automatic telephone dialing system as contemplated by the TCPA; and
  - (c) whether Class members are entitled to treble damages based on the willfulness of Defendant's conduct.
- 34. **Superiority**: This case is also appropriate for class certification because class proceedings are superior to all other available methods for the fair and efficient adjudication of this controversy because joinder of all parties is impracticable. The damages suffered by the individual members of the Class will likely be relatively small, especially given the burden and expense of individual prosecution of the complex litigation necessitated by Defendant's actions. Thus, it would be virtually impossible for the individual members of the Class to obtain effective relief from Defendant's misconduct. Even if members of the Class could sustain such individual litigation, it would still not be preferable to a class action, because individual litigation would increase the delay and expense to all parties due to the complex legal and factual controversies presented in this Complaint. By

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contrast, a class action presents far fewer management difficulties and provides the benefits of single adjudication, economy of scale, and comprehensive supervision by a single Court. Economies of time, effort and expense will be fostered and uniformity of decisions ensured.

# FIRST CAUSE OF ACTION Violation of 47 U.S.C. § 227

(On behalf of Plaintiff and the Class)

- 35. Plaintiff incorporates by reference the foregoing allegations as if fully set forth herein.
- 36. Defendant made unsolicited commercial text message calls to the wireless telephone numbers of Plaintiff and the Class using equipment that, upon information and belief, had the capacity to store or produce telephone numbers to be called, using a random or sequential number generator.
- 37. These text message calls were made *en masse* and without the prior express consent of the Plaintiff and the other members of the Class.
- 38. Defendant has, therefore, violated 47 U.S.C. § 227(b)(1)(A)(iii). As a result of Defendant's illegal conduct, the members of the class suffered actual damages and, under section 227(b)(3)(B), are each entitled to, *inter alia*, a minimum of \$500.00 in damages for each violation of such act.
- 39. Because Defendant's misconduct was willful and knowing, the Court should, pursuant to section 47 U.S.C. § 227(b)(3)(C), treble the amount of statutory damages recoverable by the Plaintiff and the other members of the Class.

#### PRAYER FOR RELIEF

WHEREFORE, Plaintiff Shaghayegh Missaghi, individually and on behalf of the Class, prays for the following relief:

(a) An order certifying the Class as defined above, appointing Plaintiff Shaghayegh Missaghi as the representative of the Class, and appointing her counsel as Class Counsel;

An award of actual and statutory damages; (b) 1 2 An injunction requiring Defendant to cease all unsolicited text message activities, and otherwise protecting the interests of (c) 3 Plaintiff and the Class; An award of reasonable attorneys' fees and costs; and (d) 4 Such other and further relief that the Court deems reasonable 5 (e) and just. 6 **JURY DEMAND** 7 Plaintiff requests a trial by jury of all claims that can be so tried. 8 9 Respectfully submitted, 10 SHAGHAYEGH MISSAGHI, individually Dated: August 30, 2012 11 and on behalf of all others similarly situated, 12 13 By: One of Plaintiff's Attorneys 14 15 SEAN P. REIS (SBN 184044) 16 (sreis@edelson.com) EDELSON MCGUIRE LLP 17 30021 Tomas Street, Suite 300 Rancho Santa Margarita, California 92688 Telephone: (949) 459-2124 18 Facsimile: (949) 459-2123 19 20 21 22 23 24 25 26 27 28

## UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

## NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge S. James Otero and the assigned d	liscovery
Magistrate Judge is Charles Eick.	

The case number on all documents filed with the Court should read as follows:

CV12-7472 SJO (Ex)

Pursuant to General Order 05-07 of the United States District Court for the Central

	istrict of California, the Mag otions.	gistra	te Judge has been designated t	o hea	ar discovery related
A	Il discovery related motions	shou	ald be noticed on the calendar	of the	e Magistrate Judge
	- <b></b>	= == =	=		
			NOTICE TO COUNSEL		
	py of this notice must be served v , a copy of this notice must be ser		e summons and complaint on all def n all plaintiffs).	endar	nts (if a removal action is
Sub	sequent documents must be filed	at the	following location:		
	Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012	L	Southern Division 411 West Fourth St., Rm. 1-053 Santa Ana, CA 92701-4516	Ц	Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

## UNITED STATES DISTRICT COURT

for the

Central Dis	trict of California
SHAGHAYEGH MISSAGHI, individually and on behalf of a class of similarly situated individuals,	) ) )
Plaintiff(s)	) CV12 - 7472 SJO (Ex)
v.	Civil Action No.
THE COCA-COLA COMPANY, a Georgia corporation,	)
	)
Defendant(s)	)
SUMMONS IN	A CIVIL ACTION
To: (Defendant's name and address) THE COCA-COLA COMP Georgia 30313	ANY, a Georgia corporation, 1 Coca Cola Plaza, Atlanta,

A lawsuit has been filed against you.

Within 21 days after service of this summons on you (not counting the day you received it) — or 60 days if you are the United States or a United States agency, or an officer or employee of the United States described in Fed. R. Civ. P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff's attorney, Sean Reis, Edelson McGuire LLP, 30021 Tomas Street, Suite 300, Rancho Santa whose name and address are: Margarita, CA 92688

If you fail to respond, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

Date:	AUG 3 0 2012	CLERK OF COURT  DODJIE LAGMAN	/
Date.		Signature of Clerk or Deputy Clerk	

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No.

#### PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (1))

This summons for (nan	ne of individual and title, if any)		
ceived by me on (date)	•		
☐ I personally served	the summons on the individual at	t (place)	
		on (date)	; or
☐ I left the summons	at the individual's residence or us	sual place of abode with (name)	
		of suitable age and discretion who re-	
on (date)	, and mailed a copy to the	ne individual's last known address; or	
☐ I served the summo	ons on (name of individual)		, who
designated by law to	accept service of process on behal		
		on (date)	; or
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Additional information regarding attempted service, etc:

## UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I (a) PLAINTIFFS (Check box if you are representing yourself □) SHAGHAYEGH MISSAGHI, individually and on behalf of a class of similarly situated individuals,					DEFENDANTS THE COCA-COLA COMPANY, a Georgia corporation,						
(b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same.)				representing A	ttorneys (	(If Known)					
Sean Reis, Edelson McGuire LLP, 30021 Tomas Street, Suite 300, Rancho Santa Margarita, CA 92688 (949) 459-2124											
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Exchange  USC 3410  ✓ 890 Other Statutory Actions  891 Agricultural Act  892 Economic Stabilization Act  □ 893 Environmental Matters  □ 894 Energy Allocation Act  □ 895 Freedom of Info. Act	□ 160 □ 190 □ 195 □ 196 □ 210 □ 220 □ 230 □ 240	Overpayment of Veteran's Benefits Stockholders' Suits Other Contract Contract Product Liability Franchise REAL PROPERTY Land Condemnation Foreclosure	□ 360 □ 362 □ 365 □ 368 □ 462	Product Liability Other Personal Injury Personal Injury- Med Malpractice Personal Injury- Product Liability Asbestos Personal Injury Product Liability MMIGRATION Naturalization Application Habeas Corpus-	□ 441 □ 442 □ 443 □ 444 □ 445 □ 446	Voting Employment Housing/Accommodations Welfare American with Disabilities - Employment American with Disabilities -	☐ 610 ☐ 620 ☐ 625 ☐ 630 ☐ 640 ☐ 650 ☐ 660	Agriculture Other Food & Drug Drug Related Seizure of Property 21 USC 881 Liquor Laws R. R. & Truck Airline Regs Occupational Safety /Health	□ 820 Copyrig □ 830 Patent □ 840 Tradem ■ SOCIAL SI □ 861 HIA (1) □ 862 Black I □ 863 DIWC/ □ 864 SSID T □ 865 RSI (40	chts ark GCURIT 195ff) ung (922 DIWW ) itle XVI 5(g)) AX SUI J.S. Plai	Y )
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FOR OFFICE USE ONLY: Case Number: \_\_\_\_\_\_\_.

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

CV-71 (05/08)

# Case 2:12-cynq7547878551s Documentilt, Elect R8/36/37R1Cage 15 ApfiltryPage 1D #:17 civil cover sheet

VIII(a). IDENTICAL CASES: Has If yes, list case number(s):	this action been pro	eviously filed in this court an	d dismissed, remanded or closed?    ✓ No    ☐ Yes				
VIII(b). RELATED CASES: Have If yes, list case number(s):	any cases been pre	eviously filed in this court tha	t are related to the present case? ✓ No □ Yes				
□ C. 1	Arise from the same Call for determination For other reasons w	e or closely related transaction on of the same or substantiall ould entail substantial duplic	ns, happenings, or events; or ly related or similar questions of law and fact; or ation of labor if heard by different judges; or and one of the factors identified above in a, b or c also is present.				
IX. VENUE: (When completing the	following informat	ion, use an additional sheet if	necessary.)				
			f other than California; or Foreign Country, in which <b>EACH</b> named plaintiff resides. this box is checked, go to item (b).				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
			Minnesota				
			f other than California; or Foreign Country, in which <b>EACH</b> named defendant resides.  If this box is checked, go to item (c).				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
Los Angeles							
(c) List the County in this District; ( Note: In land condemnation ca	•		f other than California; or Foreign Country, in which <b>EACH</b> claim arose.				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
Los Angeles							
* Los Angeles, Orange, San Bernar Note: In land condemnation cases, us			San Luis Obispo Counties				
X. SIGNATURE OF ATTORNEY (	OR PRO PER):	Jr	Date 8-30-12				
Notice to Counsel/Parties: The or other papers as required by law but is used by the Clerk of the Co	e CV-71 (JS-44) Cov. This form, approximate for the purpose	ved by the Judicial Conference of statistics, venue and initiat	mation contained herein neither replace nor supplement the filing and service of pleadings e of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ing the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)				
Key to Statistical codes relating to So  Nature of Suit Code	Abbreviation	: Substantive Statement of	Cause of Action				
Nature of Built Code	Abbieviation	Substantive Statement of	Cause of Action				
			ance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. ospitals, skilled nursing facilities, etc., for certification as providers of services under the (FF(b))				
862	BL	All claims for "Black Lung (30 U.S.C. 923)	rung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969.				
863	DIWC		red workers for disability insurance benefits under Title 2 of the Social Security Act, as a filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))				
863	DIWW	All claims filed for widow Act, as amended. (42 U.S	s or widowers insurance benefits based on disability under Title 2 of the Social Security .C. $405(g)$ )				
864	SSID	All claims for supplementa	al security income payments based upon disability filed under Title 16 of the Social Security				

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All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42

865

RSI

U.S.C. (g))